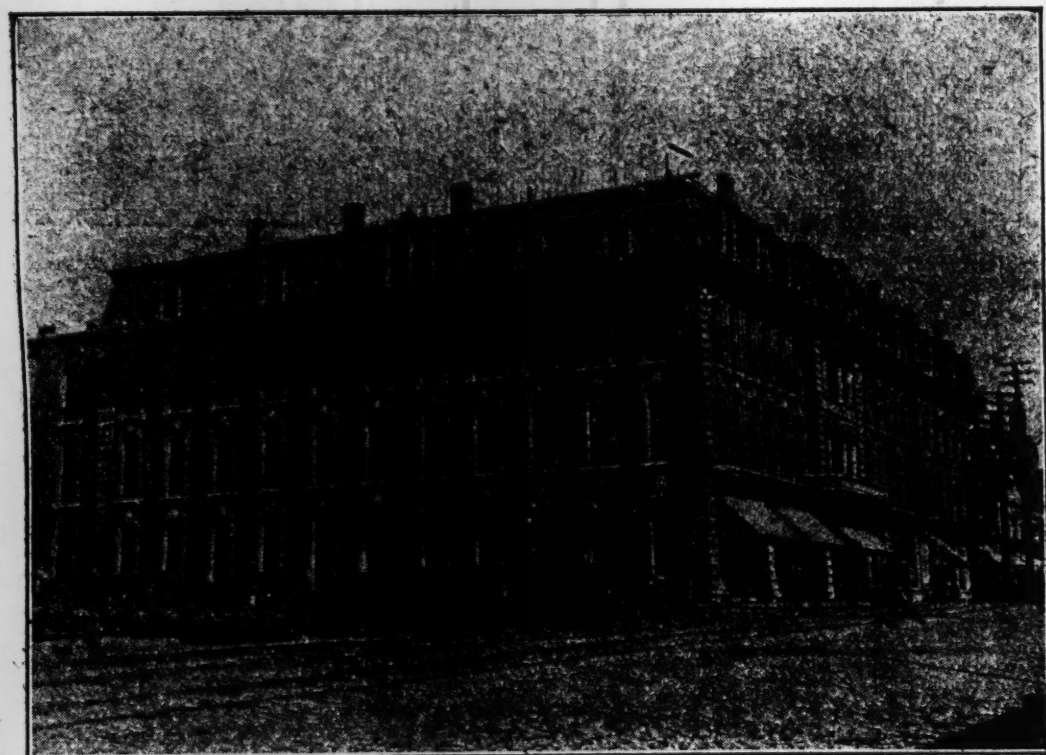


Hotel Guilford.

In the days of "Lord North, the Earl of Guilford" whose coat-of-arms has rightly become the "hall mark" of the well known Hotel Guilford, no truly noble family was without its coat-of-arms and wherever found it demanded the greatest respect, for it was emblematic of all that was good and true. So we repeat it this house doth rightly bear this most noble coat-of-arms for it is only in keeping with its completeness. But we imagine the noble Earl of Guilford would have been truly surprised if in his day he could have found the comforts in a hotel which this house would now surround him with. This house in all its appointments is certainly upon a par with, if it does not surpass any hostelry south of Richmond.

One's first impression upon entering this hostelry is most favorable. The lobby or rotunda is truly artistic and impressive. It is divided into two parts by three graceful arches, the style of these arches somewhat suggest the Moorish. The walls are of lincrusta, tinted in a soft shade of green. The wainscoting is of golden oak, inlaid with cherry, the ceiling is beautifully frescoed, the prevailing tints being green and salmon, with a center "sky" effect, and at the corners are found the house's coat-of-arms. This lobby is furnished with massive leather chairs which tempt one to repose. Opening off from this is the reading and writing room, containing all the requisites for that purpose, including a stenographer and typewriter. At the rear of this room is the Proprietors private office.

The homelike comforts of this house are nowhere more apparent than in the dining room. This is a well ventilated room with windows on two sides and is carpeted with a beautiful pattern of the best wilton, a feature rarely found in hotels. The decorations here



HOTEL GUILFORD.

are of the same high class as found in the rotunda. The tables, each of which seat six, are spread with fine damask and set with beautiful patterns of china and silver ware. The management gives especial attention to the cuisine, he having in his employ the most competent cooks and supplying them the best of everything to be obtained, not relying on local markets, it being an iron clad rule of the house to buy only the best.

The house contains 80 sleeping rooms, a large number of which have private baths and toilet rooms, fitted with porcelain tubs. Twenty-five of these rooms are en suite of two and three each, all rooms and halls are heated by steam and connected with the office by electric call and return call bell. Moquette carpet of finest quality is used throughout the house, every room nearly having a different pattern. The bed rooms are furnished throughout with the celebrated Rischel furniture in quartered Golden oak, mostly the celebrated Indiana. Every bed is supplied with the Royal felt mattress, which the competent judge pronounces the most comfortable. The same high class prevails throughout the house all rooms being comfortably and beautifully furnished. The walls in the upper halls are papered with a soft tone of blue felt paper, with a deep wainscoting of figured burlap in a deep shade of ox-blood the carpets also being red, almost a crimson. In an alcove at the head of the stairs in the second story hall is a daintily furnished reception room and opening off from this is the parlor furnished in mahogany.

An air of good taste and even grandeur pervades the whole house, everything is in perfect harmony, no gaudy display or poor taste to jar upon the nerves.

The proprietor of the house is Mr. Howell Cobb and the manager is Mr. Marion Cobb, whose long experience in hotel business have well fitted them to be at the head of this establishment.

Southern Stock - Mutual Insurance Company and Underwriters of Greensboro.

Greensboro can be justly proud of the fact that it is the home of the two insurance companies which have been instrumental in practically revolutionizing the fire insurance business of North Carolina. These insurance companies were put into operation by practical men with a view of furnishing themselves and other property owners safe fire insurance at a reasonable cost.

In these companies the policy-holders pay the same rate as in other companies, but they also participate in the profits and cannot be assessed for losses. All profits are returned to policy-holders, except certain reserves provided for in the charter.

The success of these companies has been phenomenal, proving to the entire satisfaction of the most skeptical that mutual fire insurance for North Carolina is a great money-saver. The combined assets of these two companies now amount to \$271,950.50 and they have paid as dividends to policy-holders since organization \$39,945.75. These companies are keeping at home over \$60,000 per annum in insurance premiums that have heretofore gone to the treasuries of foreign companies, and a large part of this amount they are returning annually in dividends to the pockets of the people who insure.

The officers of the Southern Stock-Mutual Insurance Company are B. D. Heath, President; A. W. McAlister, Secretary and Treasurer; while those of the Underwriters of Greensboro are J. Van Lindley, President; E. P. Wharton, Vice-President, and A. W. McAlister, Secretary and Treasurer. The directorship is composed of the most responsible business men of this section.

Greensboro Ice and Coal Company.

This company began business about eleven years ago, starting in a small way with only a ten-ton ice machine. The demand for their ice increased so rapidly that from time to time they were compelled to add additional machinery and equipments till now they have a strictly up-to-date ice plant with a capacity of 50 tons a day, a development in keeping with the growth of the city. Their plant is admirably located on the main line of the Southern Railway almost directly opposite the passenger station. They have private sidings both back and front, thus enabling them to ice refrigerator cars with quick despatch, also fill orders for shipment in like manner.

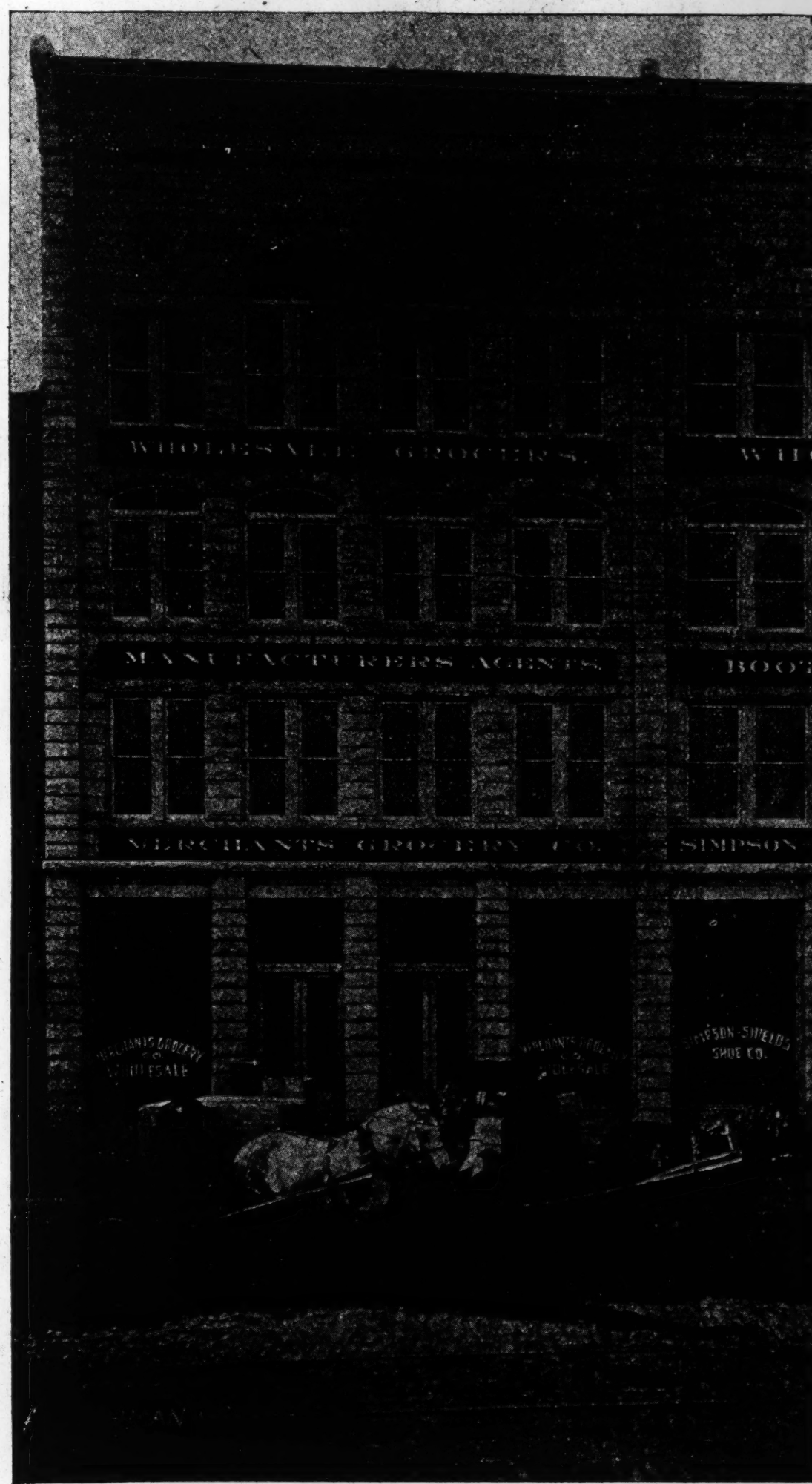
The ice turned out from this plant is made from condensed steam thoroughly filtered and thus absolutely free from bacteria or health injuring germs of any kind. It is a common error often indulged in by those not acquainted with the manufacture of artificial ice, that the ammonia used to accomplish the freezing must in some way contaminate the water, but such is by no means the case for the ammonia being carried in pipes is never permitted to touch the water or the ice which is as clear as a crystal and pure as condensed water. Being made of condensed steam the artificial ice is perfectly solid and free from air bubbles which gives it greater lasting qualities than natural ice so often seen with a snowy appearance caused by the presence of air.

This company also do a very large wholesale and retail business in coal, handling all grades of hard and soft coal taken from the best mines in the country, great care is taken to make prompt delivery. They invite a careful inspection of their plant, knowing that upon examination of their methods the most sceptical will be convinced of the advisability of using artificial ice. The officers of the company are W. E. Worth, president, and M. W. Thompson, treasurer and manager, the latter being fully qualified to manage the business from long practical experience in ice manufacturing at Philadelphia.

Merchants' Grocery Company, Wholesale Grocers and Manufacturers Agents.

This is undoubtedly the largest wholesale grocery house in the State of North Carolina and the business done compares very favorably with any concern south of Philadelphia. The building occupied as shown above is a noble structure of gray granite built especially for the business. This company which was organized and began business in May, 1896, has probably done as much if not more to bring to the attention of outsiders the great advantages which this place has to offer as a jobbing and wholesale center than any other concern doing business here. Their most phenomenal success, if nothing else, would prove this.

Having back of them almost unlimited capital, they are able, by buying in large quantities, to secure the lowest prices, in fact most every line of goods handled by them is bought in car load lots. This insures to their trade rock bottom prices. Their policy is to give the trade every advantage of the market fluctuations, thus insuring



confidence and a continuance of their business with the house. A full and complete line of every thing in staple and fancy groceries is carried. Especial attention is given to fancy groceries.

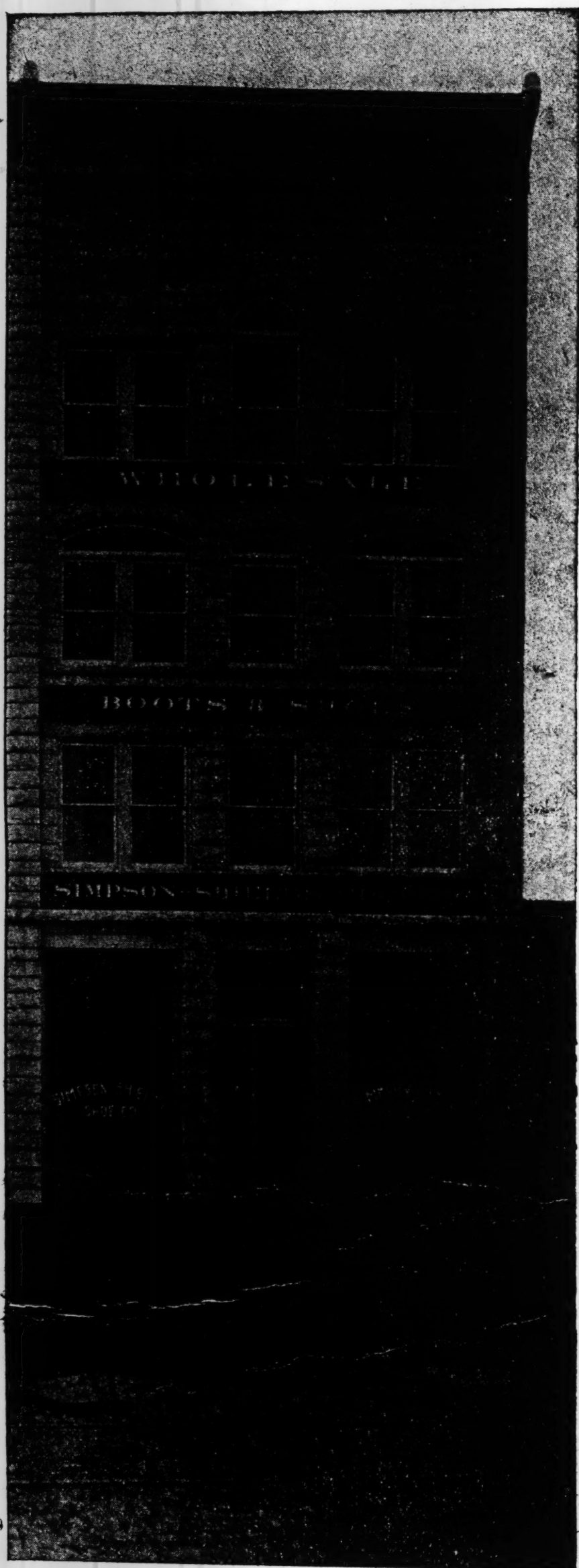
The Merchants' Grocery Company are very large importers of green coffee. They import in large lots effecting considerable saving on the price as well as on the freight, which reverts to the direct benefit of the customer. The company handles the entire output of a number of canneries and is prepared to supply canned goods in almost any quantity at canners' prices. To meet the demands for syrups and molasses this firm has exceptionable warehouseing and shipping facilities along the sea coast towns, utilizing the long haul by water and the short haul by rail, to effect a saving in the freight, giving the buyer the advantage in the price.

The members of the company are men of unquestionable standing and broad experience. They are J. C. Bishop, president; Sol. N. Cone, vice president; William Simpson, secretary and treasurer.

Seven salesmen are constantly kept on the road covering Western North Carolina.

Simpson-Shields Shoe Co.---Wholesale Roots and Shoes

Greensboro is the home of the only exclusively wholesale shoe house in North Carolina. The Simpson-Shields Shoe Company began business in Greensboro March 4th, 1897, in a small way with a capital of \$25,000. The business, under the energetic and active management of its officers, has rapidly developed into one among the largest of North Carolina's mercantile establishments. The firm now uses a capital of \$100,000 and is doing an annual business of more than \$300,000 with the merchants of the two Carolinas. They travel six salesmen, true representatives of a progressive and up-to-date firm. Their salesmen are all courteous gentlemen and not only control their share of the shoe trade, but have the respect and confidence of their customers. The amount of business done by the Simpson-Shields Shoe Company in North and South Carolina is probably larger in volume than is done in the shoe line by

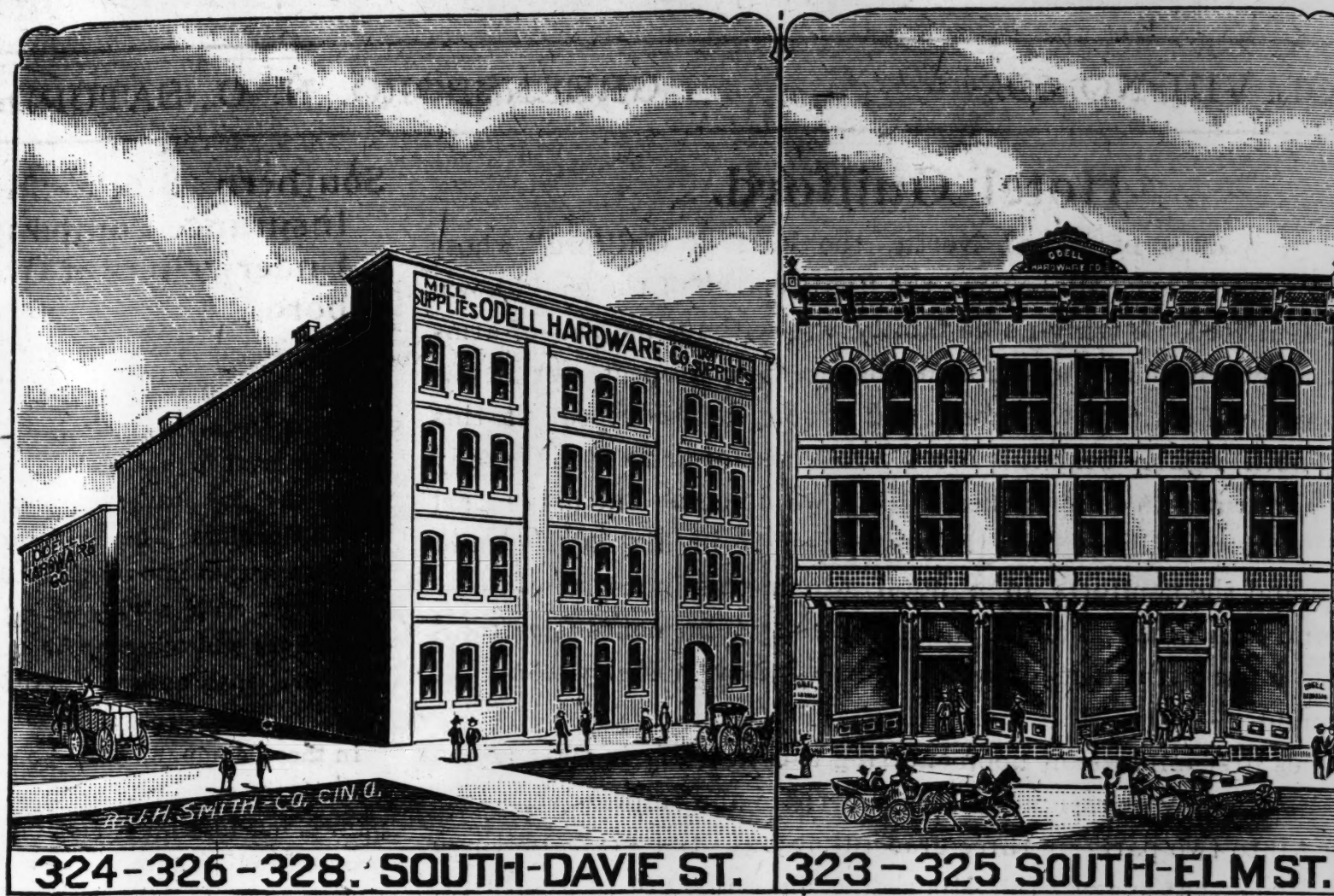


any other house that works these two States. Their plan of catering to home trade has only enabled them to study the wants of their home merchants and supply them more intelligently with goods adapted to their territory than can a shoe jobber that works the entire country.

As evidence of the correctness of this plan stands the fact that Greensboro, with only one shoe house, received more than two-thirds of the shoes shipped from the Boston market to North Carolina in the year 1900, and more shoes than were shipped from the Boston market to merchants in the entire state of South Carolina.

The firm occupies the building shown at the head of this article, using more than 10,000 square feet of flooring. They carry in stock from \$50,000 to \$75,000 worth of shoes and are always in a position to fill orders promptly. Being in close proximity to their customers they can get goods to them quickly and save a large part of their freight.

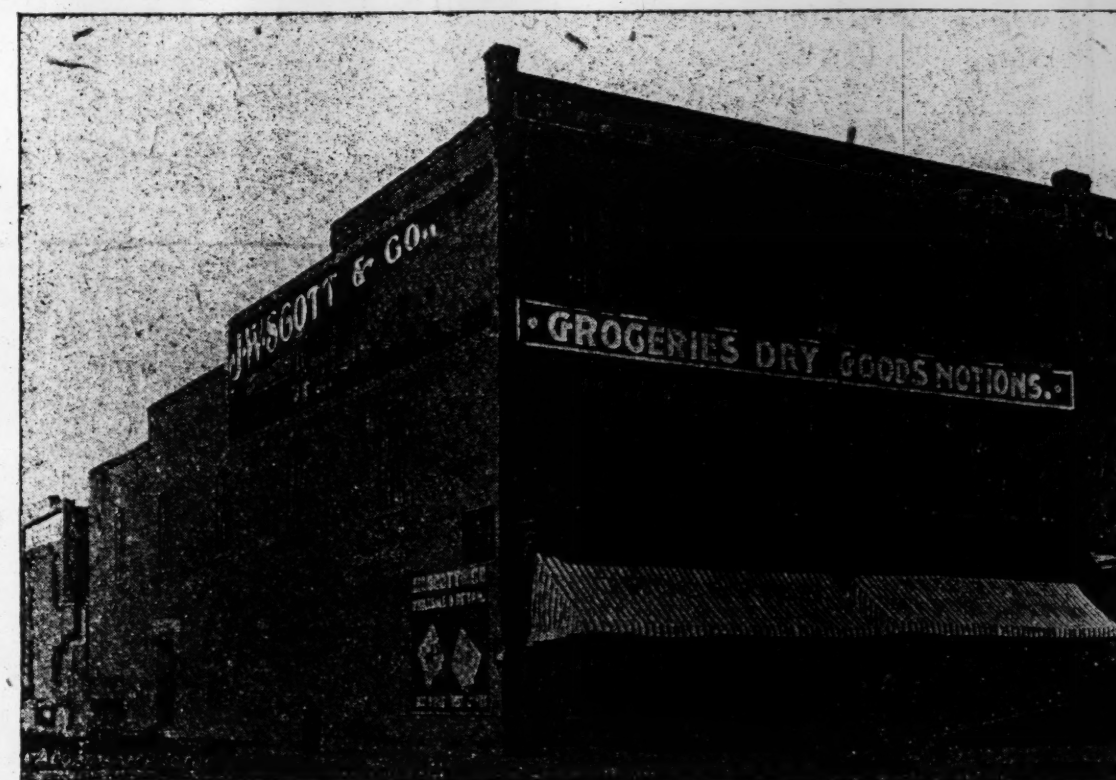
Odell Hardware Co., Wholesale Dealers and Jobbers in Hardware, Cutlery, Mill Supplies, Building Materials, House Furnishings, Farming Implements, Etc



This concern has probably done as much as any house in Greensboro to attract the attention of the trade to this point as a favorable jobbing and wholesale center. The volume of their business is enormous in all lines and being a solid and substantial growth from a small business established by Mr. J. A. Odell in 1872, from time to time additional buildings have been added till now theirs is as shown above the largest wholesale house in Greensboro. They are now even adding to this an additional building for office purposes and storage. The officers of the company are J. A. Odell, president; Chas. H. Ireland, treasurer and general manager; J. N. Wills, secretary.

J. W. Scott & Co., Wholesale and Retail Dry Goods and Notions.

This company began business in 1871 in a small store room 20x30 feet. They are the pioneers in the "spot cash" jobbing business and their success has proven that it is possible to do a wholesale business on purely a cash basis. They have no drummers on the road, contending that by saving that enormous expense they can save the trade a great deal of money. Their plan is to reach their trade by the "Commercial Traveler," a publication which they issue and send out through the mail. This is a concise catalogue of 40 pages alphabetically indexed, and containing a full list of the goods carried and the prices of the same.



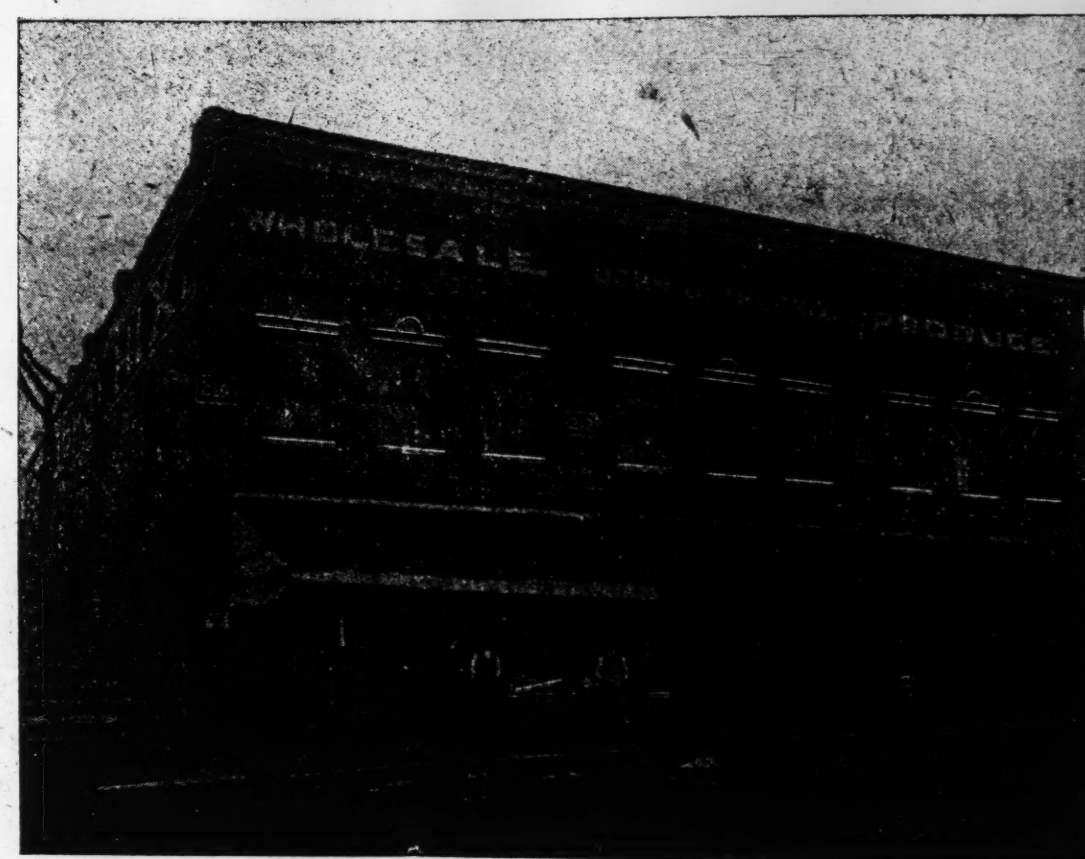
John J. Phoenix, Wholesale Produce Dealer.

The name of this house is probably more widely known than that of any other of its kind in the South. There are many causes that have combined to bring this about, the most important of which is the strict honesty and liberality of the house in all its business transactions. The business was inaugurated away back in 1887 in a very small way, Mr. Phoenix then occupying only a small frame building which still stands opposite his present commodious building, in very pronounced contrast with the present and a very striking example of the most phenomenal growth of Greensboro. The main line of this

house is a wholesale produce business in which their traveling men, some four or five in number, cover the whole State, purchasing and shipping in country produce of all descriptions including dried fruit in great quantities, eggs, furs and hides, all kinds of vegetables, etc. These are then shipped out as ordered all over the country, the bulk of which though goes to the north and northwest. Aside from their traveling men they have agencies established at various points also collecting produce for them; in fact it might be said that their store doors are open and in close access to all parts of the State, furnishing the producer a quick market for his product at fair prices.

The books of this house show that in February they collected and distributed \$11,458 worth of farm product. This included about 50,000 dozen eggs. A very large fur business is also done, they having last year handled over 500,000 rabbit furs, beside six or eight thousand furs of a finer grade, such as mink, otter, etc. They ship to the jobber and commission merchant, who then supplies the retail trade, in many instances they make up carload lots at various points and ship direct.

Aside from their immense wholesale business a nice retail business is done to supply the city trade, they in many instances buying in such large quantities as they do are able to save the consumer quite a bit of money.



Greensboro Table Company.

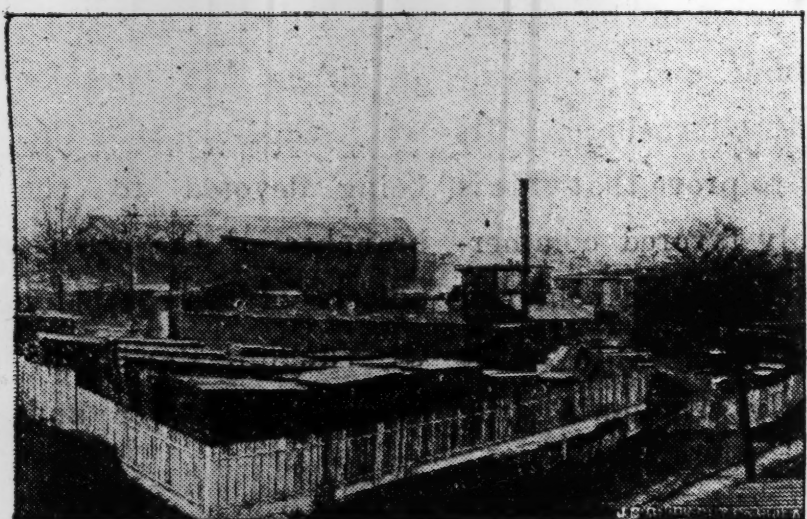
This establishment, in spite of its only having been in operation a little over a year, is one of the busiest manufacturing plants in our city, in fact their present building is much too small for the business done. The company, whose members are Walter W. and Charles S. Mendenhall, began operation February the 2nd, 1900, at their present location, 118 Lewis Street. They at that time put on the market a "knock-down" kitchen table, which has given universal satisfaction and met with a constantly increasing sale all over the country. Their plant is equipped with the most improved machinery for the rapid turning out of this table. Much of this machinery has been purchased especially for this line. The table is a well constructed one and only thoroughly seasoned wood is used in its manufacture. Aside from this table they manufacture a cheap but substantial and somewhat ornamental oak extension table, which is rapidly springing into favor. They are also putting on the market a line of neat but inexpensive mantles of rather unique patterns which are attracting a great deal of attention among builders. The demand for this company's tables is increasing very rapidly and now they are receiving orders from all points of the South, East and West.

In their jobbing department they manufacture to order book-cases, flat top desks, teachers' tables, and, in fact, everything not usually carried in stock by furniture stores. They have supplied several of the rooms in our graded schools with their teachers tables which have given entire satisfaction.

They are also manufacturing a very neat office table of any size desired. Many offices in Greensboro have been supplied with these tables, which present a very neat, handsome appearance.

The outlook for this concern is very favorable and we predict that within a short time, theirs will be one of our representative manufacturing establishments.

The Greensboro Furniture Manufacturing Company--Birds' Eye View.



The Greensboro Furniture Mfg. Co. was organized about eleven years ago and has been running regularly ever since, manufacturing cheap and medium grades solid oak bed room suits, beds and dressers. This business is today one of great prominence in this county and State, and is attracting the attention of buyers who, up to a few years ago, bought all their furniture in the Eastern and Western States.

Greensboro furniture is being sold in States from Virginia to Texas, and wherever it goes it does not fail to bring duplicate orders and regular customers. These people do not make high price goods but claim to make good honest, attractive goods and give the best values for the prices. It's been said that "ITS CHEAPER TO BUY GOOD FURNITURE IN THIS MARKET THAN TO STEAL COMMON FURNITURE IN SOME OTHER MARKETS."

Under the present management the plant has been enlarged, the output increased to more than double the former capacity, and still we are informed that they have been running 10 to 11 hours per day and carry no dead stock on hand. They employ no regular salesmen, as they find that good values, honest and fair treatment make and hold customers for them. The present officers are Mr. J. W. Fry, President, who is also President of the Greensboro Loan and Trust Co.; Dr. J. T. J. Battle, Vice-President, one of the leading physicians of the city, and Mr. J. C. Murchison, Secretary and Treasurer.

The factory is located near the business part of the city, and is one of the most conveniently arranged plants in the State, everything being placed with a view of MAKING the manufacture of furniture a pleasure to those connected with the plant. The buildings are heated by steam, city water works on each place, etc. The management believe that the more comfortable the buildings and the better methods for making the work easy, results in a better satisfied and more cheerful set of employees than anything that can be done.

They employ about 75 to 85 men regularly; a great many of these own their own homes, and are wide awake enterprising citizens. Such men are worth a vast deal to the city and community. We need more such people in our midst, and with the pluck, energy and pulling together of our citizens we predict that in the near future our city will have established other such manufacturing enterprises which will do credit to their organizers and bring the Gate City more into prominence during the next ten years than during the years 1890 to 1900.

Guilford Lumber Manufacturing Company.

Wood-working in a great many of its branches is rapidly becoming one of the most important factors in the upbuilding of Greensboro. Its accessibility to large tracts of timbered land, containing some of the finest woods for mill-working and furniture manufacturing purposes insures this to become one of the most important wood-working centers in the country.

At the present time the above named plant is one of the most important in the line of mill-work in all its branches. The business of this establishment was started in 1889, and since that time it has had a steady, wholesome growth; they from time to time adding new machinery and equipments as their ever increasing business demanded, till now no mill of the kind in the country is better equipped for turning out high class work.

Their yards and plant is admirably located of Ashe Street, near the Southern Railway, with private siding, furnishing most excellent facilities for shipping. They manufacture everything in the line of building material from the rough outside wood-work of a building to its finest interior finish. One has the assurance of knowing when ordering from this concern that the stuff ordered will be the finest that the skill and ingenuity of man can turn out, this being the secret of their phenomenal success.

Their yards are well stocked with everything in the line of rough lumber, a great portion of which is cut and sawed at their mills at Troy, N. C. These mills were established by the company with a view of insuring a sufficient supply of lumber in years to come. They are located right in the heart of the pine lumber section of the State, with excellent shipping advantages over a line of railroad which connects with the Southern Railway and the Seaboard Air Line. The dry kilns located at that plant have a capacity of over 70,000 feet.

The Company employ only the most skilled workmen in their Greensboro works and at Troy.

The officers of the Company are C. A. Reynolds, President, and W. D. Mendenhall, Secretary and Treasurer.

Brooks Manufacturing Company, Manufacturers of Hogsheads, Staves and Heads, Flooring, Ceiling and Siding.

This is one of the numerous wood-working establishments which contribute its quota towards making this a most important wood manufacturing center. The specialty of this concern is the manufacturing and shipping of a contract in which they furnished all tobacco hogshead material in which the wood-work for an entire row of line they do a large business through houses at Proximity.

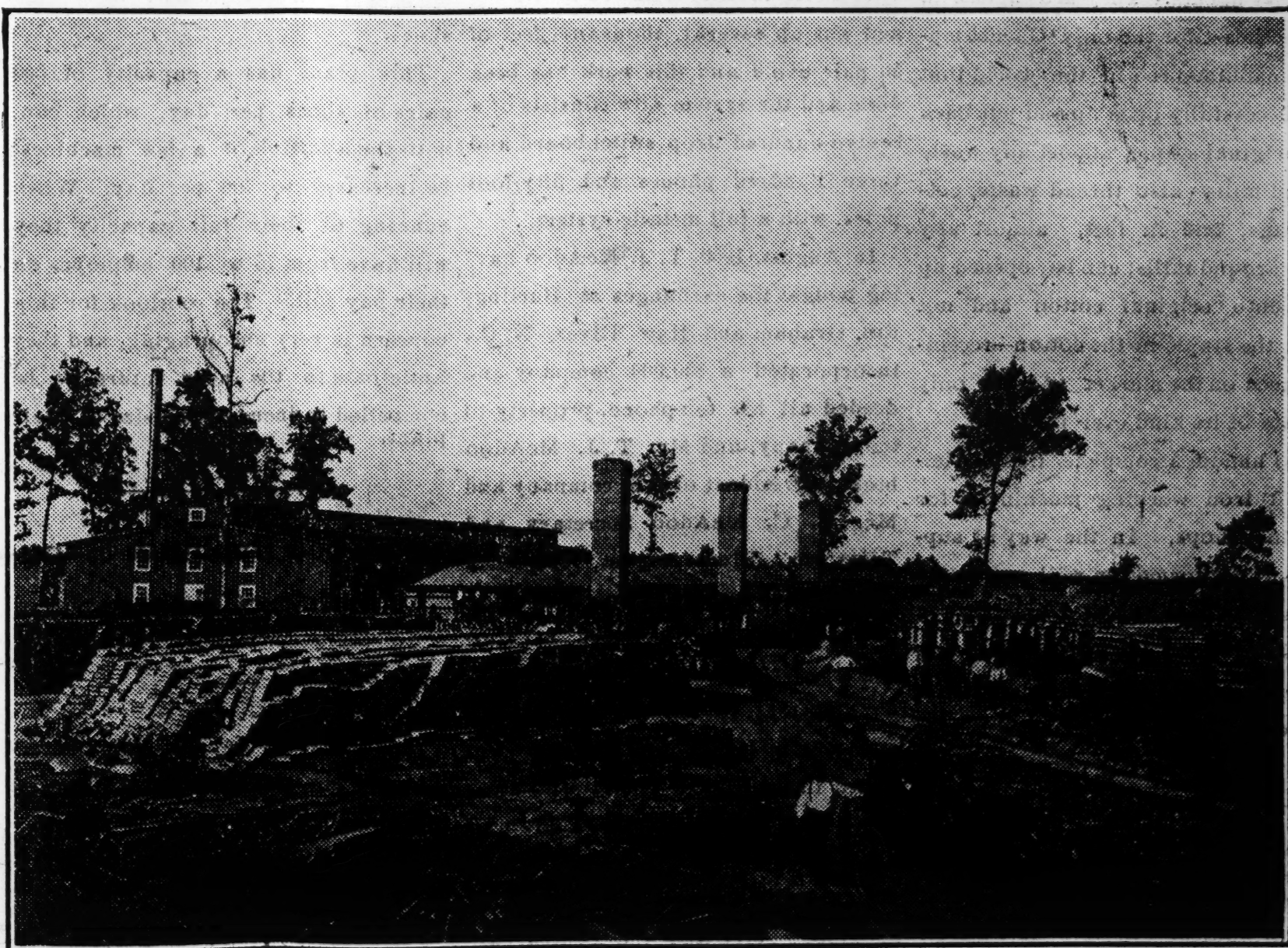
The president of the company is C. G. Wright, while S. S. Brooks is secretary and treasurer. They are now just completing a new building.

Pomona Terra-Cotta Company, Pomona, N. C., Manufacturers Salt-glazed Sewer Pipe, Well Tubing, Culvert Pipe, Drain Tile, Fire Brick, Etc.

This concern was organized and commenced business in a small way in 1886. The plant at first consisted of only a small 10-horse-power engine and boiler and a brick and tile machine, the object being to make brick and drain tile to supply the local market.

The business grew by degrees, and every year new and larger buildings were erected and new machinery added, including sewer pipe machinery.

In 1896 it was found that the works could not be further enlarged on the present site, and as the business had grown so that more capacity was required, the Company purchased other adjoining prop-



One of the Pomona Terra Cotta Company's Plants.

erty and erected thereon a new and modern sewer pipes works, and both plants have been in continuous operation since, turning out in large quantities Sewer Pipe, Well Tubing, Culvert Pipe, Drain Tile, etc.

This concern, as before stated, started with only a 10-horse-power capacity, but now has nearly 400-horse-power.

In 1898 the Company secured a large deposit of shale, especially adapted to the manufacture of vitrified sewer pipe, which very materially improved the quality of same, and they are now turning out a grade of Sewer Pipe second to none.

Greensboro Supply Company--Mill Supplies and Machinery.

This firm, which is composed of W. I. Young and V. J. Guthery, began business here about one year ago, the former from Winston, N. C., was formerly associated with R. E. Dun & Co., the latter from Cincinnati, Ohio, and formerly traveling salesman in the East and South for Bodifield Belting Co., Cleveland, Ohio.

They handle everything in the way of machinery and mill supplies and make a specialty of furnishing complete Electric and Steam Power Plants, general Power Transmission Machinery and complete equipment in the way of supplies for new cotton mills throughout the South, territory extending as far South as Texas in some lines, and Louisville, Ky., on the West.

They are exclusive Southern agents for the "Harris" Corliss engine, built by the William A. Harris Steam Engine Company, Providence, R. I., also exclusive Southeastern agents for the Ball Engine Company, Erie, Pa., manufacturers of high type of Automatic Engines, and on boilers are Southeastern agents for Brownell & Co., Dayton, Ohio, who control the second largest boiler shops in the United States.

One of their special lines is furnishing and erecting complete steam power plants, from 25-horse-power to 2000-horse-power; also agents for electrical machinery.

Exclusive agents in the South and Southeast for Bodifield Belting Co., Cleveland, Ohio, and manage the Southeastern offices for this company and carry one of the largest stocks of leather belting in the South in Greensboro.

Agents for A. T. Atherton Machine Co., Pawtucket, R. I., on picking machinery. Also just branching out into handling cotton looms, as manufacturers agents. They are agents in the Southeast for the only Garnet machine manufactured in the world that will successfully open up and put back into original staple, almost any waste around mills--also thread waste, cotton rags, and in fact, almost any waste around mills; can be opened up back into original cotton and not break the staple in the cotton--recently placed on the market and the only machine of its kind ever perfected.

Also handle a complete line of improved iron working machinery for machine shops. In the way of supplies proper for cotton mill and factories of all kinds, make a specialty of furnishing complete equipments. As a rule, in the way of certain lines of staple supplies for mills, make a specialty of handling the output of manufacturers outside of the "combinations" or trusts. Business is rapidly enlarging and will soon necessitate the employment of a special electrical and mechanical engineer to furnish drawings and specifications.

Business was located at Greensboro from the fact of its geographical position, exceptional fine transportation facilities, public spirited men, that they found in the Gate City, and with the belief, based on natural advantages, that the city would in the near future make wonderful strides in its manufacturing industries, and for various natural advantages of the surrounding section, would eventually be the center of one of the foremost manufacturing sections in the Southern States.

Greensboro Telephone Exchange.

As It Was and is Now, With a'l Its Improvements.

Mr. T. J. McAdoo, who had made a study of the electrical business nearly all his life, and while engaged in superintending the Gas and Electric Light Companies at Fayetteville, N. C., in January, 1894, learning that the patent on the transmitter of the American Bell Telephone had expired, resigned his position there and returned to his home at Greensboro, where he applied for a franchise to erect and operate a telephone system. The franchise was granted by the Board of Aldermen in February, 1894, and Mr. McAdoo began at once to erect his exchange and completed it in July of the same year and started his business to working in that month with fifteen subscribers. His plant consisted of a Ulica 50-drop switch board and 15 Magneto Western Telephone Construction Company phones, and in a few years it became necessary to put in 100 connection Western Telephone Construction Co. board and Western Battery Phones.

In 1896 the business had expanded so much that it became necessary to put in a 200 drop American Electric Co. switch board and a power generator run by a water motor, and during 1899 a Simplex board was added to the American Electric board. The equipment now consists of a 200 drop American Electric Board and a 100 drop Sumter board. But these boards are about filled with phones, and the Company is arranging now to install a 1200 drop Western Telephone Construction Co. Central Call Switchboard. In March, 1900, the business had so increased as to make it necessary to cover the city with 50-foot poles and put up several thousand feet of 50 pair cable and this work has been done and the system now consists of a twelve-hundred drop switchboard and three hundred phones and fifty-foot poles, with a full metallic system.

In August, 1900, T. J. McAdoo having bought the exchanges at Burlington, Graham and Haw River, N. C., incorporated a \$50,000 company and deeded all his telephone property to the company, and Mr. T. J. McAdoo became President of the company and Mr. V. C. McAdoo Secretary and Treasurer. Since August, 1900, when the company was incorporated, a new plant has been erected at Burlington, Graham and Haw River, N. C., and that is now a full metallic system with 110 phones and a switchboard of the Sumter make, with a capacity of 200 phones. There are now a large number of subscribers on the waiting list that are being added to the system daily and the Central call system is being put in rapidly.

The company now has long distant connection as far South as Salisbury and as far East as Scotland Neck, and also connections with Winston and Wilkesboro. Other long distance connections are contemplated.

Whatever success the company has attained has been due to the electrical knowledge and business energy of Mr. T. J. McAdoo and the willingness of the people of Greensboro to at all times stand by a home institution.

Johnson & Watson, Manufacturers of Boys' and Youths' Shoes.

This is one of the many flourishing manufacturing institutions which are springing into existence in Greensboro and which are proving even to the most sceptical the wisdom of locating anything here in the way of a manufacturing plant, because of its being centrally located in one of the richest and most prosperous sections of the country, and also because of its most excellent transportation facilities. This concern began active operation about February 1st of this year. The members of the firm operating it are men of long practical experience in the business of handling shoes, Mr. A. A. Johnson being a member for fifteen years of the firm of Johnson & Dorsett, extensive retail dealers in shoes, while Mr. O. A. Watson, for over twelve years, traveled for Geo. G. Snow, of Brockton, extensive manufacturers of shoes, thus being well fitted to know the needs of the trade to which they cater.

Their plant is equipped with all the latest and most improved machinery necessary for turning out good work, and is in charge of Mr. Wm. Stetson, who for many years has been connected with the shoe manufacturing interests at Brockton, and who is demonstrating that as good a shoe as the celebrated Brockton can be made here.

Their specialty is a boys' and youths' medium grade shoe. The shoe they turn out is a beauty, being all solid leather and made upon the latest and most approved lasts; it is throughout a machine-made shoe. Judging by the way the orders are coming in to them, this shoe has very quickly sprung into popular favor. Mr. Watson is at the present time introducing the shoe throughout the South in connection with his old line of men's fine shoes.

This plant has a capacity of 500 pairs of shoes per day, which can, with the addition of a few machines, be increased to 700 per day. When running to their full capacity they will have from 75 to 100 employees on their pay roll. The outlook for this concern is very encouraging, and they anticipate in the near future to be compelled to increase the size of their plant.

Sherwood Bobbin & Manufacturing Company.

This is one of the new manufacturing concerns which has recently sprung into existence, and which is assisting in making this one of the important bobbin manufacturing points of the South.

This plant began operation about the last of March, this year. It is new throughout, buildings especially constructed for the purpose, machinery and equipments of the most improved patterns. It is located on the main line of the Southern railway with a private siding for shipping and receiving goods. The operating department is in charge of James C. Marsh, a man of broad experience in this line of work. The secretary and treasurer and general manager is M. S. Sherwood.

Greensboro Lumber Company, (Incorporated) Successors to Greensboro Sash and Blind Company.

This company, in January, 1900, succeeded the old Greensboro Sash & Blind Company, a concern which had been in successful operation since 1884. The management of this new concern is in the hands of those of long years of practical experience in the lumber and mill working business. Soon after having taken charge the company began making extensive improvements and additions to that which was before quite an extensive plant. These additions consisted of more ground for storage room, embracing the old Shaker lot, which they leased, and land lying along the Southern Railroad which they bought; then additional buildings were erected, furnishing 14,000 feet more floor space. Then in the line of machinery and equipments great additions were made until now theirs is one of the best equipped plants in this section of the country, they having machinery adapted to the turning out of most any class of wood-work. Their shipping facilities are admirable, the plant lying between the lines of the Southern Railway and the Atlantic

and Yadkin Railway, with side tracks running through their yards.

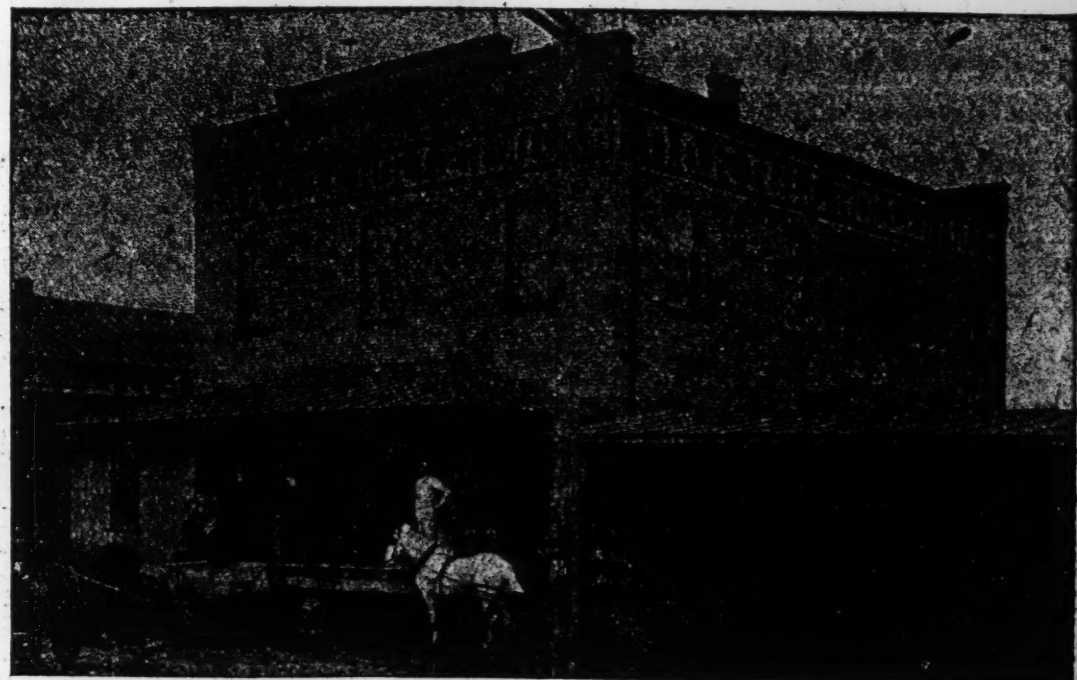
Since the inauguration of the new company their output has been doubled, a large portion of which is shipped to outside points, though a large business is done at home, fair samples of which are the new Vanstory house and our new City Hall. Whenever high-class workmanship is the requisite their services are secured, which statement has been verified by the fact that they furnished all the wood-work for the finest house in Salisbury and that for the most artistic home in Statesville. In addition to their extensive mill-working business they have on hand and for sale a very large stock of lumber in the rough.

The officers of the company are W. W. Wyte, President, a capitalist of Welch, W. Va., whose active interest is devoted to the Mt. Airy and Eastern Railway and his holdings in West Virginia. J. W. McNairy, formerly connected with the old concern, Vice-President, and John M. Stivers, who for twenty-five years, was engaged in business at Chattanooga, Tenn., Secretary and Treasurer.

L. Richardson Drug Comp'y, Wholesale Druggists and Manufacturing Pharmacists.

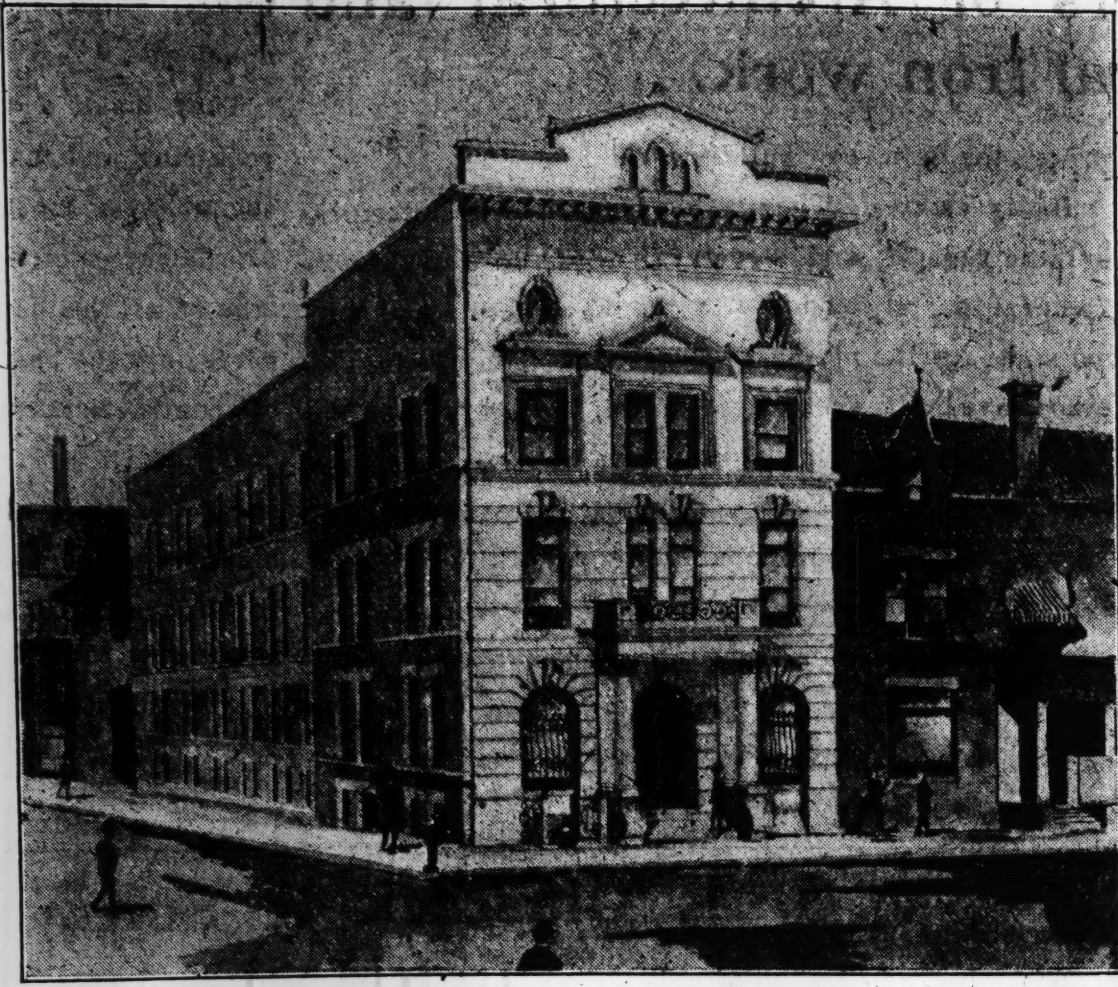
This establishment is only found in a strictly up-to-date mentioned in proof of the rapidly growing jobbing and wholesale importance of Greensboro. Its success helps to prove that this is the most highly favored commercial and manufacturing center of the entire South. This house does a strictly wholesale drug business, handling everything

Guilford Roller Mill Company, Manufacturers of Flour, Meal and Feed.



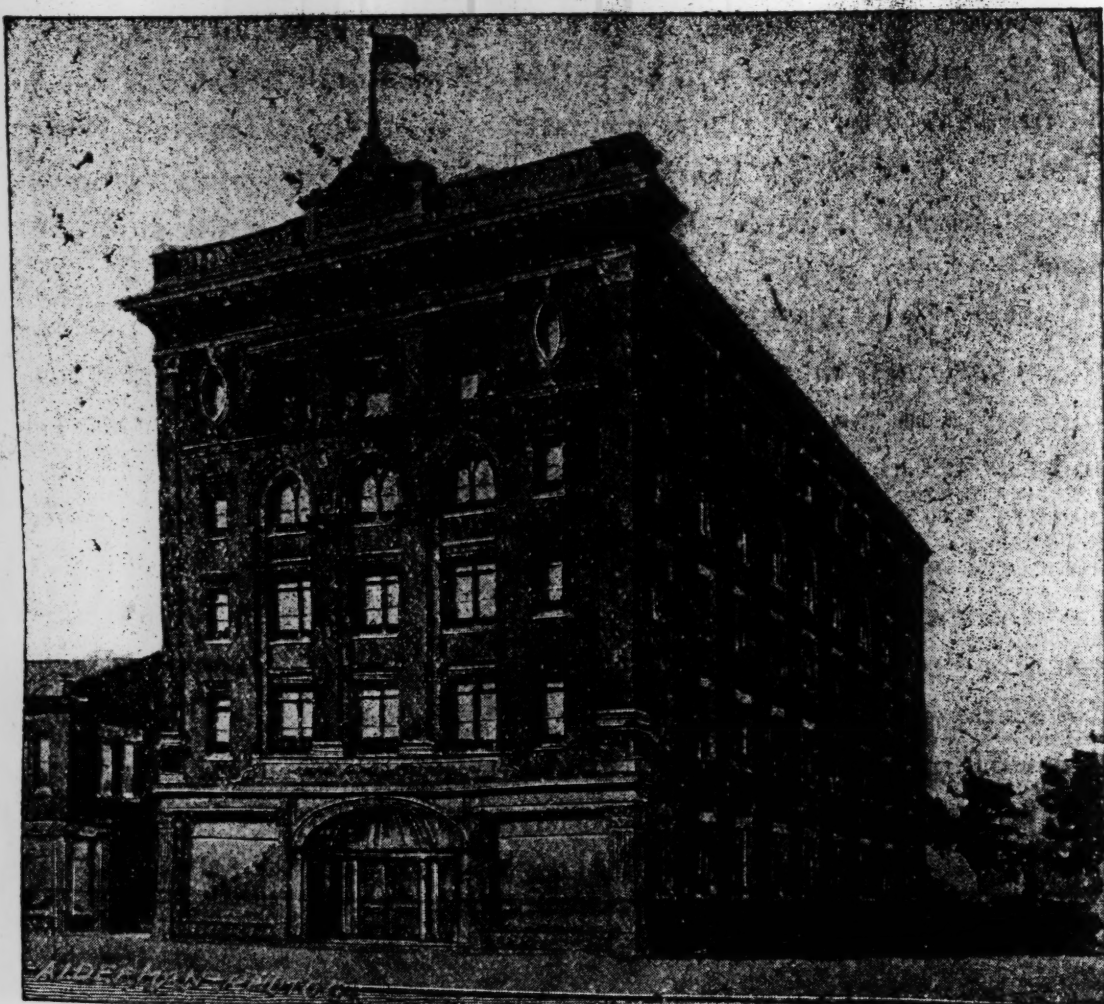
One of the busiest places in the city has been so long agitated, is being realized, and that is patronize home industry. This Company is making as good flour as is made anywhere, and would have to increase their capacity. So, last summer, they increased it from a 35 barrel mill to a 75 barrel mill on flour, and 300 bushels meal and feed per day. While they enjoy an excellent business at home, they ship quite a lot of flour, meal and feed to neighboring towns, also some to South Carolina and Georgia. It is very flattering to them to know they enjoy the confidence of the trade, wherever known, also a subject that

Greensboro Loan and Trust Company.



No institution in Greensboro more fully demonstrates its phenomenal, yet wholesome, healthy growth than does the Greensboro Loan and Trust Company, in its brief career of about 17 months. The business done by this banking house has been most satisfactory to all concerned. The organizers of this institution, with a capital stock of \$100,000, started out with the intention of furnishing the people a bank strictly abreast with the times, yet operated on lines of perfect safety. The wisdom of their policy has been most satisfactorily proven. Under its able management the bank in little over a year and a half, since it began operation, shows deposits to the amount of \$200,000. They do a general banking and trust business in which they furnish travelers letters of credit, available in all parts of the world. Makes loans on improved real estate, negotiates mortgages and acts as trustee, guardian and executor of estates, and rents safety deposit boxes, theirs.

The Southern Loan and Trust Company, of Greensboro, N. C.



The Southern Loan and Trust Estate and Investment Company began business in Greensboro in 1890, under the name of the Worth-Wharton Real

estate and insurance. A few years

ago the company was changed by amendment to its charter to the Southern Guaranty and Investment Company, and two years ago the company added to its business a trust department, and the name of the company was again changed by amendment to its charter to the Southern Loan and Trust Company. About the first of January, 1900, there was added to the company's business a banking department (general and savings banking).

These various departments are under separate management, and are doing a prosperous and successful business.

The last annual statement shows a cash capital of \$25,000.00, with surplus and undivided profits of \$78,789.15, and with a total line of deposits aggregating nearly \$800,000.

The directors of the company are: J. M. Hendrix, E. P. Wharton, David White, J. S. Hunter,

A. M. Scales, A. W. McAlister, E. J. Stafford, R. G. Vaughn.

The officers are: E. P. Wharton, President; A. W. McAlister, Vice President; R. G. Vaughn, Treasurer; David White Secretary.

This company has a larger surplus than any banking company in Guilford County, and a larger surplus in proportion to its capital than any banking company in North Carolina.

The City National Bank, U. S. Depository.

This bank is the outgrowth of the Piedmont Bank, which for so many years held the entire confidence of the Greensboro business men. It became "The City National Bank" upon its entering into the national banking system January, 1899. At that time the capital stock was increased from \$80,000 to \$100,000, upon which they

pay a dividend of 6 per cent. per annum. The deposits of this bank since its reorganization have increased 200 per cent, till they now amount to about \$300,000. They have at the present time about 1,000 depositors. These include some of the most prominent business houses and manufacturers of the city. Their surplus is \$15,005.48, which is

an increase over that of the old Piedmont Bank.

A general banking business is done, in which they solicit accounts, carefully handle all collections, issue letters of credit and drafts upon all cities and countries in the world, etc.

The officers and board of directors are made up from among the most prominent business men of our city. They are: J. M. Walker, President; S. L. Trogon, Vice-President, and Lee H. Battle, Cashier; while the directors are J. C. Bishop, R. H. Brooks, J. A. Hodgin, J. Van Lindley, Dred Peaceck, M. L. Shields, S. L. Trogon, J. M. Walker and J. N. Wyllie. This bank has the entire confidence and respect of all the people.

The L. Richardson Drug Co's Building. (See Opp. Page.)

A. M. Scales, A. W. McAlister, E. J. Stafford, R. G. Vaughn.

The officers are: E. P. Wharton, President; A. W. McAlister, Vice President; R. G. Vaughn, Treasurer; David White Secretary.

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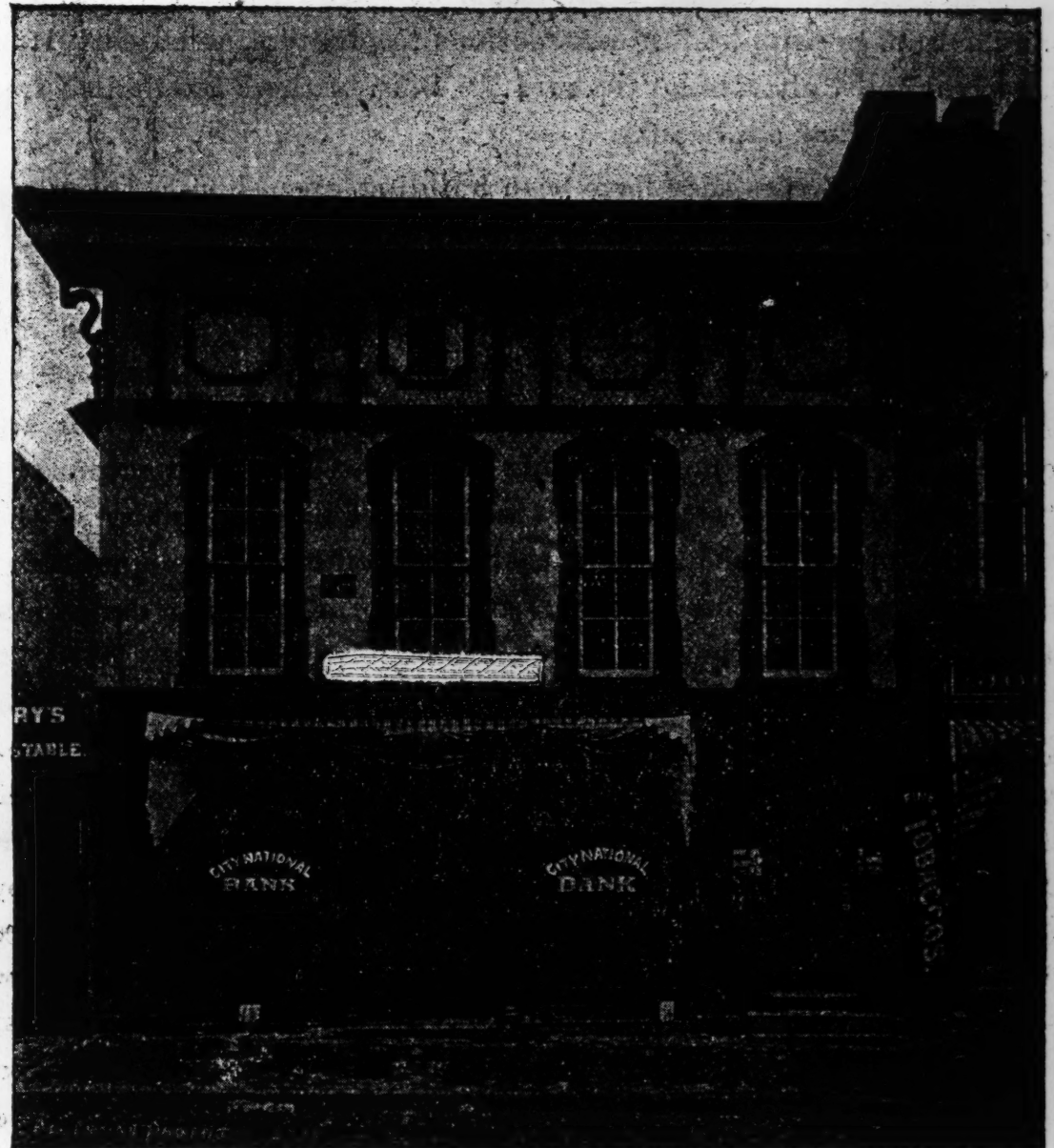
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The L. Richardson Drug Co's Building. (See Opp. Page.)



The L. Richardson Drug Co's Building. (See Opp. Page.)

J. Van Lindley Nursery Company, The Piedmont Iron Company, Manufacturers of Architectural and Structural Iron work.

These nurseries were established in 1866 by J. Van Lindley and incorporated 1899 having had a continuous growth every year it now is one of the largest Southern nurseries. They grow general nursery stock, especially apple, peach, pear, cherry, plum and ornamentals. During the season just winding up they have shipped twenty thousand orders to twenty-one states and Canada. They have been in the front ranks in progressive horticulture and have introduced many leading varieties of fruits, also imported many Japanese fruits which have proven admirably adapted to the Southern and border states.

They have and will bud and graft this year over a million trees, a partial list of which is as follows: 450,000 apple, 350,000 peach, 60,000 pear, 50,000 plum, 10,000 cherry besides large plantings of grape vines and other fruit plants; pecans, Japanese walnuts, chestnuts and shade trees, evergreens and shrubbery, a large shipment of the three latter having just been imported from France.

The tract of land owned by the Company contains nearly 1,000 acres, 350 acres of which is constantly used in the growth of the enormous stock of nursery stock shipped annually.

The Company issues a handsome 66 page illustrated catalogue and a 40 page pamphlet of instructions to planters, entitled "How to Plant and Cultivate an Orchard." Both of these are mailed free to all interested applicants.

Of recent years they have been building green houses to supply cut flowers etc., and will build two new houses for this purpose the coming summer.

They have made large shipments this spring to northern and western states—some shipments of trees being made as far west as Michigan and Iowa. There shipments of peach trees north are quite large, some shipments being solid car lots. On account of "yellows" and other tree diseases which have infected many of the northern nurseries, the growers there are ordering large quantities of peach trees from this concern. "Yellows" and other dangerous tree diseases are unknown in this section.

Recently the Rural New Yorker, the leading agricultural and horticultural paper of the United States made very favorable mention of the catalogue of this company and at another time editorially spoke of the standing of these nurseries in "up-to-dateness" and their efforts in the introduction of new and promising varieties.

Gate City Steam Laundry.



The character and volume of business done by this establishment is in strict conformity with the commercial, manufacturing and educational importance of Greensboro. The tremendous growth of their business is also quite suggestive, one might truthfully say it typifies the growth of Greensboro.

Starting in a modest way in June 1900, their business increased so rapidly that they were constantly kept busy adding new machinery and improved equipments, till now their plant stands second to none in North Carolina, all going to prove the high class workmanship turned out by them. The plant as it now stands is a "bee-hive" of industry, with its many curiously constructed machines, each perfectly adapted to its portion of the work. There away in the rear are the two large washers and another being added. In these the clothing is washed to a perfect cleanliness without the wear and tear of rubbing. Then there is the centrifugal extractor, another great clothes-saving machine, which

extracts all water from the clothing without the wear and tear of the old-fashioned wringer. Then on from this is machine after machine, a collar and cuff starcher, the shirt starcher, an ingenious arrangement which rubs the starch into the bosom insuring a much finer finish. Then there's the collar and cuff ironer and shaper, the shirt bosom machine, the band ironer, the body machine used for shirts and ladies shirt waists, then a very important little machine termed the saw-edge machine which gives a perfectly smooth finish to edges of cuffs and collars, which adds greatly to the comfort of the wearer. Aside from this is the large mangle, a machine used for ironing table and bed linen, the large

This concern, whose proprietor is in reality C. W. Petty, is rapidly establishing for itself an enviable reputation for high class workmanship. It has only been established since April, 1900, but since that time they have built up a very lucrative business, largely due to the fact that they always "do what they agree to and only turn out first-class work". Two of our prominent buildings, which they are now engaged upon, fully demonstrate the latter—they are the new city hall and the Greensboro Loan and Trust Company's copper kettle for boiling starch, an arrangement for heating irons for hand work, a filter with a large capacity and a very large dry room. It is the policy of this establishment to use only the very highest class of materials in the way of starch, soap, etc., no injurious chemicals are used. On an average of about fifteen men and women are employed.

Johnson Manufacturing Co., Manufacturers of Fine Ornamental Metal Work.

This Company, while completing their contract upon the "Southern Railroad Companies" new station here some two years ago, seeing the great advantages that Greensboro had to offer as a central location for their business, decided to locate here. The wisdom of their move has been amply proven by the most phenomenal success they have made. They can now with pride look upon all sides and see specimens of their high class workmanship; the architectural beauty of a great many of our finest buildings is largely due to the work this company has put upon them. For example, the new City Hall, the Greensboro Loan and Trust Companies building, the Southern Loan and Trust Companies building, the Fire Companies new building on Davis street, and many others.

But their business is not confined by any means to Greensboro, or even to North Carolina, for they are every few days making shipments of work to other States. They did the cornice and roofing work on the Home Insurance Companies building at Raleigh, that upon the Masonic Temple at Wilmington, that upon the Mills & Patterson Block at Statesville. But we will not attempt to numerate all they have done, for it is sufficient to say that wherever their work is found it is its own best advertisement. Theirs is the only exclusive business of the kind in the State. They make a specialty of Metal Cornices, Sky Lights, Store Fronts, Gutters, Ventilators, Finials, Cresting, etc.

They are also contractors for Tin, Slate, Tiles and Gravel roofing, and besides this do a large business in Hot Air Heating and ventilating engineering.

sidewalk lights, boxes, pulleys, shafting, cast iron gutters, and many other things, which we will not attempt to enumerate.

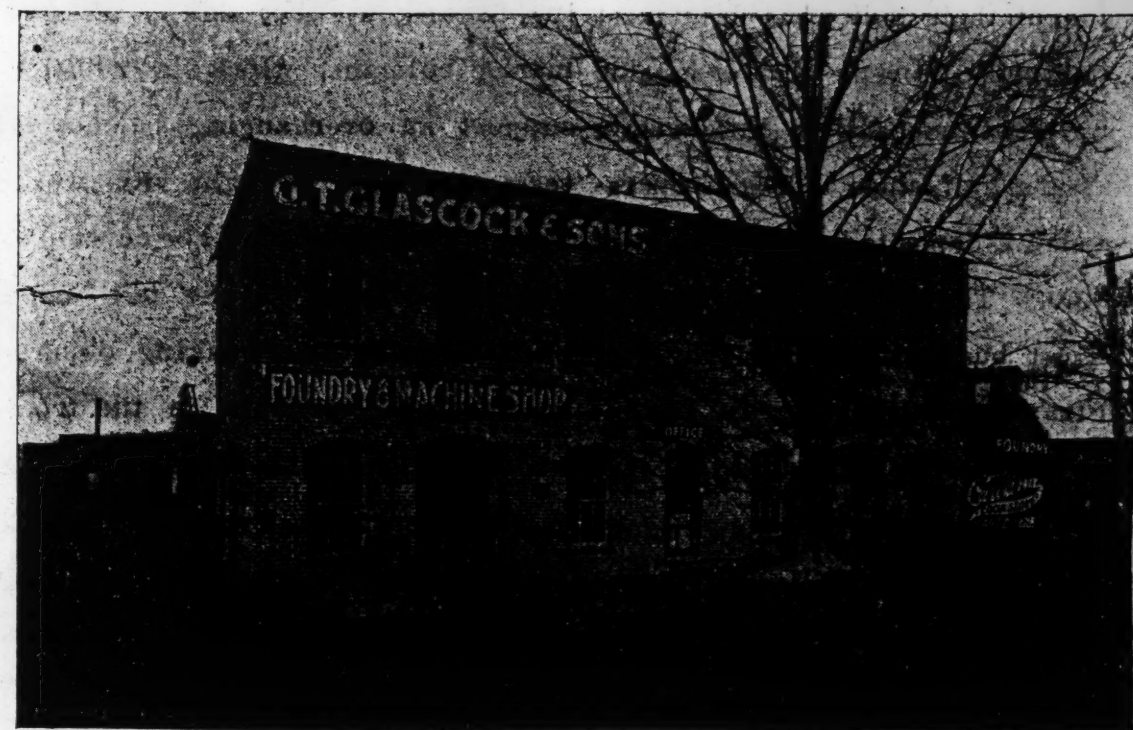
They make a specialty of general repairing and machine work, employing only the most skilled workmen in this department; in fact, this latter is true of all the departments, which insures only the best of workmanship on all contracts taken. Mr. Petty gives every detail of the business his personal attention, and being a practical man at the business, and with an established reputation knows when the work is done properly.

The plant is located at 118 Lewis street, directly upon the railroad, which furnishes them with the best facilities for transportation.

G. T. Glascock & Sons, Founders and Machinists.

This is one of the oldest manufacturing establishments in Greensboro, having been in successful operation since 1873, at that time the business having been started, in a very small way, by G. T. Glascock, the senior member of the firm. The building occupied at that time was only a two story frame structure of very modest dimensions. From the start the business proved a success, necessitating additions and improvements to the plant from time to time till at the present it occupies about a half square of ground and consists of a brick foundry building, a two story brick main building as shown in the cut, and which contains the offices, machine shop, wood working department and pattern room, and extending back from this is an L used for storage, etc. Aside from this are other smaller buildings used for various purposes.

Probably the best known product of this plant is their justly



celebrated "Carolina Cook Stove." This stove has been one of their chief specialties and wherever used has proven its own best advertisement. The chief features of this stove are: its durability and fuel saving properties. The company's guarantee accompanies each stove. They propose in a short time to launch another stove upon the market which will be called "The North State."

Another one of their specialties is their "Turbine Water Wheel." This wheel bears a reputation of developing a tremendous amount of power with the use of a very moderate supply of water.

A very large business is done by this company in soft machinery job castings, they supplying these to some of the largest machine shops in the State. They have recently put on the market a band saw which is giving universal satisfaction. They also manufacture wood lathes, emery grinders, saw arbors, feed cutters, plows and plow castings, a very unique safety andiron and many other things we will not attempt to enumerate. Their orders come from all points in the North, South, East and West, and with the excellent transportation facilities which Greensboro has they can be filled with quick dispatch.

The company now consists of three members: G. T. Glascock, the original owner, and T. A. and L. L. Glascock, his sons.



THE CENTRAL CAROLINA FAIR ASSOCIATION, Greensboro, North Carolina.

Probably no institution in Greensboro has done so much to attract the attention of outsiders to its many advantages of environment, transportation facilities, manufacturing and commercial importance and perfection of climate as has the Central Carolina Fair Association. This association was formed and the annual fairs established to fill a much-felt demand on the part of the manufacturers and producers to more fully attract the attention of outsiders to the most phenomenal development of this section. Their plans have been laid upon lines very similar to those in operation in many of the larger cities of the country, for instance, the annual expositions of St. Louis and Pittsburg, the Commercial Museum of Philadelphia, the great annual furniture exposition of Grand Rapids, etc.; in other words, done with a view of exhibiting to the best advantage the finished product of our manufacturers and the rich agricultural districts. These fairs nicely com-

bine the three features of Education, Commerce and Recreation, and is a fixed, growing institution, organized, owned, manned and officered by the pluckiest and most sagacious of our citizens.

LOCATION-

Its spacious and beautiful park of thirty acres on the south side of the Southern Railway, just outside of the corporate limits of Greensboro, has been admirably selected for such a purpose. It occupies one of the most commanding sites in this section. Its race track is pronounced by most competent judges to be the finest in the South. The accompanying illustration does not do the park justice, for since this view was taken, there have been several other buildings erected, the principal ones of which are what are termed the High Point building, a building very similar to the larger one shown in the illustration, which will be almost exclusively devoted to

manufacturers' exhibits. Then, there's the Machinery Hall, which will be devoted to the exhibiting of the heavier agricultural and farming implements. Then, away over by the stalls has been erected the cottage for the use of trainers and those traveling with their horses.

A HIGHLY FAVORED SECTION.

The name Central has been given these expositions for the reason that this is the central part of the richest and most prosperous section of North Carolina, the great "Piedmont Section" of the State. This is not only a great agricultural district, but is rapidly developing into one of the most important manufacturing sections of the country. Manufactured goods of nearly every description are produced here. Within a radius of fifty miles there are over one hundred cotton mills and more than two-thirds of the leading furniture factories of the State. Then, there are numerous man-

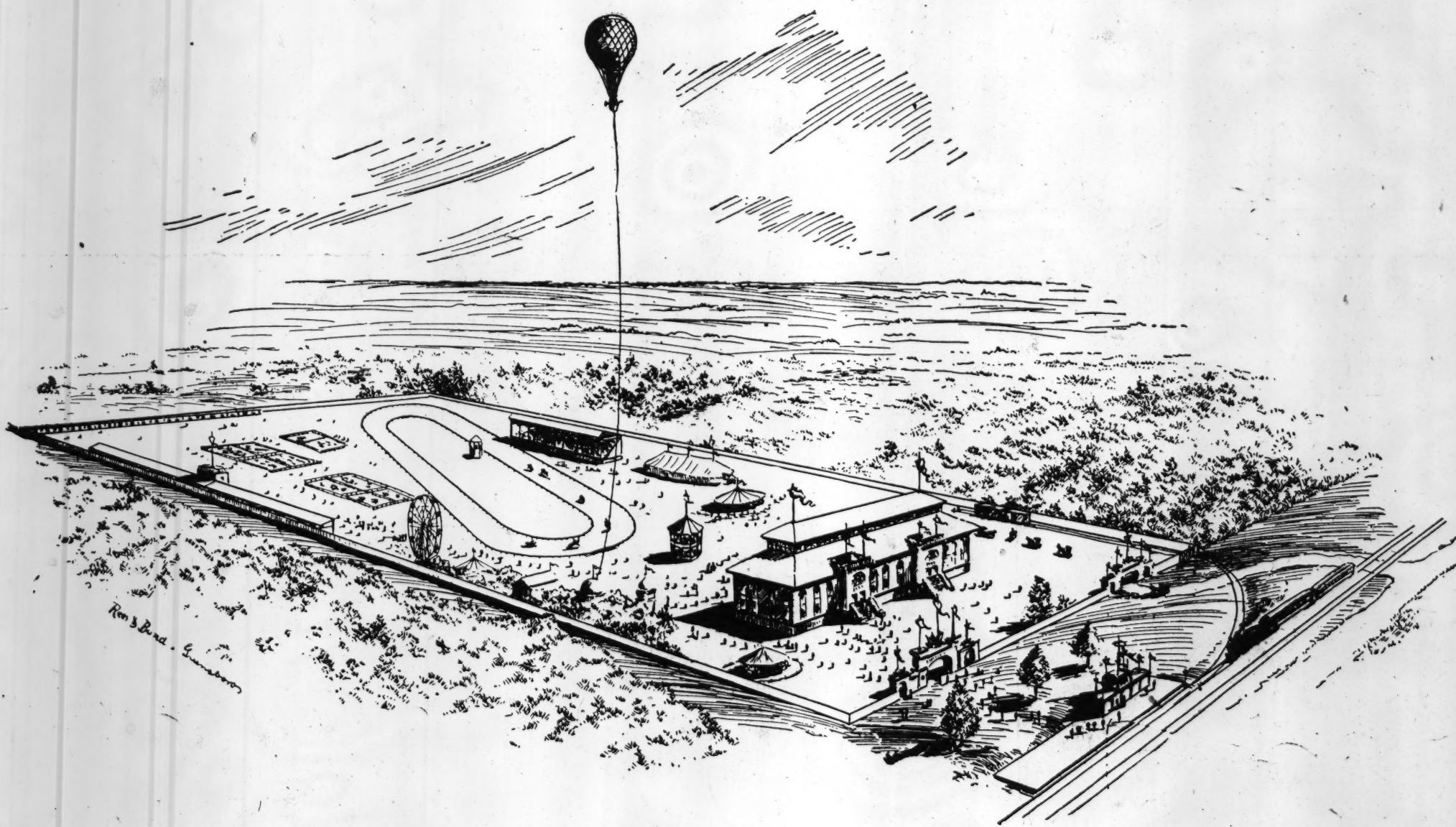
ufacturers of spindles and bobbins, handles and tables. In the numerous planing mills and wood-working establishments one finds samples of some of the finest kind of wood work, such as office and bank fixtures, stairs and interior decorations, equal to any turned out by other similar establishments in the country. Then, there are numerous iron-working establishments turning out stoves, all kinds of machinery and castings. Then, there are shoe factories, tobacco factories, broom works, wagon works, one of the largest terra cotta works in the country, the most prominent carpet mill of the State, the only finishing mill in the State; in fact, most every line of industry is represented here, insuring the future prosperity of Greensboro, for the simple reason that it is not dependent upon any one line of business for its sustenance.

OF INTEREST TO ALL.

All this adds greatly to the interest

taken in the Central Carolina Fair, for the simple reason that sample products of all these various institutions will be on exhibition. It is the policy of the management to make these fairs not only interesting to the man of North Carolina, but those from all sections of the country. The man from the North, who each year comes South to purchase goods, will find here many things of great interest to him.

Aside from its industrial feature, the management is giving great attention to the outside attractions, such as horse racing, various side attractions, the exhibits of live stock, etc. An effort is being made to have the track and grounds lit by electric light during the coming fair, with a view to having night racing, something never before attempted in this section. If they are successful in this, and we have every reason to believe they will be, it will add greatly to the interest taken.



Birds' Eye View of the Central Carolina Fair Ground.

At a recent meeting of the secretaries of the various North Carolina fair associations assembled in Greensboro, a circuit of fairs was formed, an arrangement whereby they may have non-conflicting dates, continuous racing, good and economical attractions, etc. They resolved, further, that the object of the circuit shall be to furnish to each association in the circuit chaste, refined and desirable attractions; to secure the highest class of stock possible, both for exhibition and track purposes; to provide economical attractions and effective advertising for the

circuit and its individual members; to secure favorable freight and passenger rates for the transportation from the grounds of one member to another their patrons; to provide for the protection of each member from frauds of shrewd "fakirs", and do such other things as may conduce to the improvement of exhibits given by the members of the circuit.

GREENSBORO'S MANY OTHER ATTRACTIONS.

One's interests need not be confined entirely to The Fair when visiting this section at that time, for there are many

points of interest in and around Greensboro which will amply repay any one's time and attention; in fact, few cities of the size have more of them. In the first place, no city can boast a prouder history than that which covers the 93 years of her life, in peace and in war. Only a few miles out is the great Guilford Court House Battleground, upon which our noble-hearted ancestors fought so bravely for independence.

Then, there are the colleges—two of the State's leading ones being located here, the State Normal and the Agricultural and Mechanical College for

colored people. Besides this, we have the Greensboro Female College, the first one of its kind in the State; the Fennet College for colored people, and a short distance away the Guilford College. Few towns in the country can boast of so many comfortable, artistic homes. Then, our main thoroughfares are lined with elegant business houses and our hotels cannot be surpassed by any in the South. As a railroad center it is most highly favored with its various lines running out in ten different directions. All of these things add greatly to the enjoyment of

a visit here at the time of the Central Carolina Fair.

The week beginning with October 7 has been fixed upon by the management for the fair this year and every indication points to its being the greatest fair ever held in North Carolina.

The officers of the Association are J. Van Lindley, President; W. H. Ogburne, First Vice-President; Caesar Cone, Second Vice-President; Julian S. Carr, Third Vice-President; R. S. Petty, Secretary; F. N. Taylor, Assistant Secretary; Neil Ellington, Treasurer, and Chas. S. Scott, Chief Marshal.

THE KEELEY INSTITUTE, GREENSBORO, N. C.

For centuries alcoholism and drunkenness with their accompanying evils have been treated as a crime or at best regarded as a weakness, and has been legislated against and sometimes condoned but to which the sensible laws of disease and their treatment were never applied. It remained for Leslie E. Keeley, M. D. L. L. D., to inaugurate a system of medical treatment in which double chloride of gold occupied a prominent place, to practically revolutionize the treatment of alcoholism. His discovery soon exploded the fallacy of the old popular ideas and the unfortunate victim of alcohol is no longer regarded as a criminal but as a patient whose cure can be readily accomplished by double chloride of gold, when administered under proper directions and the cure can be greatly aided by the congenial surroundings and pleasant environments such as are offered by the Greensboro Keeley Institute.

The fundamental principle of the Keeley Cure is the recognition of the fact that the desire for alcoholic intoxicants, opium, cocaine and other drug addictions is not a crime but a

disease that will yield to proper treatment the same as any of the other ills the human body is heir to. It cures by removing the cause.

RESULTS.

The efficiency of the Chloride of Gold



treatment in now constantly being attested by the thousands of graduates of the Greensboro Keeley Institute, who occupy important places in the professional and commercial world.

These men but for this great and noble discovery, would have gone down to the ignoble drunkard's grave.

Many are the letters of thanksgiving and praise received by the Greensboro Institute from the wives, mothers,

of that monster disease, alcoholism, who have long sought relief from nervous troubles. All over this land this institute is doing a grand and noble work for humanity.

NEURASTHENIA.

Or nerve exhaustion in all forms, in-

The Greensboro Keeley Institute is a model sanitarium, possessing home-like and social attractions unexcelled.

The buildings of this institute are located within five minutes walk of the court house and railroad depot. As can be seen from the accompanying illustration the buildings, which are of generous proportions, are located upon quite an eminence and surrounded by a beautiful grove of trees which gives the place a restful appearance that is suggestive and conducive of repose.

Its beautiful and healthful location, homelike, and attractive environments, render it a veritable haven of rest for the unfortunate, where they not only find relief for their afflictions, but where the medical treatment, social surroundings and other conditions combine in obliterating any desire for narcotics or alcohol and clothe the patient with a mantle of new physical and mental vigor.

The president and manager of this institute is W. H. Osborn, a man whom to know is to honor and respect.

THE AGRICULTURAL & MECHANICAL COLLEGE FOR THE COLORED RACE, Greensboro, N. C.



Possibly the most important and potential work which the State is doing for the future of its colored citizens and the conversion of this element into a strong and active factor in the development and expansion of the varied industries of the State, is the excellent and practical training which is given to negro boys and girls by the Agricultural and Mechanical College of Greensboro, N. C.

This institution established by the Legislature in 1891 is maintained by appropriations received from the

Federal and the State governments. The leading object of this college is declared by the Act of the General Assembly of North Carolina to be "instruction in practical agriculture, the mechanical arts and such branches of learning as relate thereto."

In the prosecution of its work the college maintains five important departments: Agricultural, Mechanical, English, Preparatory Departments, and the Department of Domestic Science. Each department is presided over by a specialist and the faculty

represents some of the most prominent schools of the country.

About four or five years ago the attendance was less than thirty. The total enrollment for the present session is nearly 200 with an average attendance of about 170. Every available room has been taxed to the uttermost. So great was the pressure at one time that there were found six and even seven occupants to the room.

In addition to receiving a good English education, each student is required to pursue some branch of manual training. A visitor upon the campus almost any afternoon will find the students busily engaged in the different lines of work in which they receive instruction. In the Agricultural department the students after studying the theories are made to apply the principles upon the college farm. This farm has been recently purchased. It contains about 100 acres. A well established dairy is included in the Agricultural department; it probably furnishes about the best butter made in the State. This butter made entirely by the students sells for the highest market price and does not begin to satisfy the demand.

In the Mechanical department are found the carpenter shops. The boys working in this line make anything from a small model to a house. The blacksmith shop also attracts interest. Here a specialist who served at Baltimore gives attention to the shoeing of the horses with such care and skill that horses with a faulty way of lifting and carrying their feet are often corrected. A canning course has been arranged in which the students are taking much interest. A brick yard is soon to be made an important feature of the work.

In the Domestic Science department girls are taught cooking, sewing, laundrying, and other branches of household economy. The work of these departments have won high praise and recognition from the fair at Greensboro, and from the two fairs, both white and colored, at Raleigh. At the exposition at Paris this institution

won about the highest recognition available.

Although this is a young institution and has graduated only two classes, it is gratifying to learn that all these young men are doing well and have profitable employment, most of them are following the lines of work for which they received special training. None of them are idlers, loafers, mere consumers, and non-producers.

President Dudley and his teachers are not satisfied to have this institution

remain second to any of its kind in the country. While it has not the financial support and backing to compete with institutions whose annual increases are \$100,000 and over, an industrial endowment plan has been adopted which ultimately promises great benefits for the school. Gradually self-sustaining and profitable industries are being established which furnish employment to needy students and also contribute to

(Continued on page 17.)

